
USF Sarasota-Manatee - New Undergraduate Course Proposal Form

1. College/School Contact Information

<u>Tracking Number</u> 114	<u>Date & Time Submitted</u> 2016-01-15 09:34:11.0	
<u>Discipline</u> Hotel/Restaurant Management	<u>College/School</u>	<u>Budget Account Number</u> 380600004
<u>Contact Person</u> Sarah Fayard	<u>Phone</u> 9413594619	<u>Email</u> sarahfayard@sar.usf.edu

2. Course Information

<u>Prefix</u>	<u>Number</u>	<u>Full Title</u>	
HFT	4295	Hospitality Leadership & Strategic Management	
Is the course title variable?			N
Is a permit required for registration?			N
Are the credit hours variable?			N
<u>Credit Hours</u>	<u>Section Type</u>	<u>Grading Option</u>	
3	Class Lecture (Primarily)	Regular	

Abbreviated Title (30 characters maximum)
Strategic Management

5. Prerequisites

HFT 3503 and HFT 4221, both with a minimum grade of C

6. Corequisites

7. Co-Prerequisites

8. Course Description

This course serves as the capstone course and upper level critical thinking/communication pillar course. Students use prior knowledge combined with new leadership & strategic management techniques to analyze a hospitality company.

9. Justification

(This section is critical since the APC members will make their decision based on the information provided here. The information should be in the following outline form.)

A. Indicate how this course will strengthen the Undergraduate Program. Is this course necessary for accreditation or certification?

This course stresses critical thinking and communication. As the new capstone requirement, students will apply all previously gained knowledge as they evaluate and analyze a real hospitality organization and prepare a leadership analysis project. Moreover, our professional accrediting body (ACPHA) has strongly suggested the program add this course. It makes logical sense to place this as the capstone (similar to COB). Furthermore, this addition aligns with the University's Mission Statement in that by strengthening the program, we are in a better position to prepare successful future leaders. Our professional accrediting body (ACPHA) and their consultant strongly intimated that we develop a strategic management course as our capstone. While not an absolute requirement, it will enhance the program's self-study and increase the chance of a successful first time accreditation approval.

B. What specific area of knowledge is covered by this course which is not covered by courses currently listed?

Leadership and strategic planning, both in content and context are stressed in this course. This course takes introductory and mid-level material learned in prior classes (Marketing, HR, &), and delivers it at a higher level. Evaluation of a company's strategic options and strategic direction along with the identification and evaluation of distinctive competencies and competitive advantage represent new, interesting, and challenging material.

C. What is the need or demand for this course? (Indicate if this course is part of a required sequence in the major.) What other programs would this course service?

Like the COB, faculty discussed and decided it was necessary to replace the former capstone course with this more relevant, and challenging offering. This will also place the program in a stronger position when submitting its self-study for professional accreditation. Since this course will be the program's capstone, students must take it prior to graduation. As enrollment increases in both the BS and BSAS program, the demand will increase. This course will act as the capstone course for undergraduates seeking a BS in Hospitality Management or a BSAS with and emphasis in Hospitality Management.

D. Has this course been offered as Selected Topics/Experimental Topics course? If yes, what was the enrollment?

This course has not been offered as a Selected Topics/Experimental Topics course.

E. How frequently will the course be offered? What is the anticipated enrollment?

This course will be offered each semester and possibly in the summer depending upon demand. Fall and Spring semesters of HFT 4945 have averaged

approximately 20-25 students per class. We anticipate similar, if not stronger numbers depending upon enrollment.

F. Do you plan to drop a course if this course is added? If so, what will be the effect on the program and on the students? (If dropping/deleting a course please complete the nonsubstantive course change form.)

No course will be discontinued. In order to not create excess hours, faculty had decided to modify two courses to variable credit hour options. (Separate APC documentation provided)

G. What qualifications for training and/or experience are necessary to teach this course? (List minimum qualifications for the instructor.)

Required qualifications are a Master's degree with 18 graduate credit hours in the discipline.

10. Other Course Information

A. Objectives

1. Enable students to realize the big picture of managing hospitality and tourism organizations. 2. Introduce students to concepts and perspectives related to leadership and strategic management of hospitality and tourism organizations. 3. Introduce students to leadership theory, traits, development, and application. 4. Help students develop analytical, decision making, problem-solving, and communication skills.

B. Learning Outcomes

1. Demonstrate knowledge of specific leadership and strategic management practices employed in hospitality and tourism organizations. 2. Apply leadership and strategic management models and concepts into practice. 3. Identify and evaluate alternative corporate, business, and functional strategies. 4. Propose change management strategies for hospitality and tourism organizations. 5. Propose leadership development strategies in hospitality and tourism organizations. 6. Complete a detailed strategic analysis exercise for a hospitality and tourism organization. 7. Prepare and present a strategic analysis group project on a hospitality and tourism organization. 8. Prepare a leadership analysis project.

C. Major Topics

1. Nature of strategic management. 2. The strategic context. 3. The strategic content. 4. The strategic process. 5. Leadership theory and application.

D. Examples of Course Textbooks and Course Readings

REQUIRED TEXT: Okumus, F., Altinay, L. and Chathoth, P. (2010). Strategic Management for Hospitality and Tourism. Oxford: Elsevier Butterworth-Heinemann. ISBN: 978-0-7506-6522-3 SUPPLEMENTAL TEXT: Woods, R. and King, J. (2012). Leadership and Management in the Hospitality Industry, 3rd Edition, Michigan: The Educational Institute of the American Hotel & Lodging Association.

11. Syllabus

Please submit an electronic copy of your syllabus to Rhonda Moraca,
moraca@sar.usf.edu.
